



WXYZ

ORDER

Flight Dates **10/13/12-10/22/12**

Contract / Revision **314517 /**

Original Date / Revision
10/11/12 10/15/12

Advertiser **Restore Our Future Inc**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Restore Our Future Inc.

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **2119**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	53	\$153,510.00	\$180,600.00	0.00	10/01/12	10/22/12	53	\$153,510.00	\$180,600.00
Totals	53	\$153,510.00	\$180,600.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/14/12	10/14/12	11pm News Sun 11-1130pm Sun	CM	11-1130pm Late N	-----S	:30	1	\$4,000.00	P-2	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1		\$4,000.00		0.00				
N 2	WXYZ	10/13/12	10/13/12	ABC College Ftbl 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$15,000.00	FX	0.00 NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-		1		\$15,000.00		0.00				
N 3	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 10/26/12

Page 2 of 3

Contract / Revision **314517** Flight Dates **10/13/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Restore Our Future Inc** Product **Restore Our Future Inc.**

Estimate # **2119**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S					1	\$900.00		0.00		
N 4	WXYZ	10/14/12	10/14/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S					1	\$1,800.00		0.00		
N 5	WXYZ	10/15/12	10/19/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	11111--					5	\$2,000.00		0.00		
N 6	WXYZ	10/15/12	10/19/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	11111--					5	\$2,000.00		0.00		
N 7	WXYZ	10/15/12	10/19/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,200.00	FX	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	11111--					5	\$1,200.00		0.00		
N 8	WXYZ	10/15/12	10/19/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	11111--					5	\$2,000.00		0.00		
N 9	WXYZ	10/15/12	10/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,500.00	FX	0.00 NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	11111--					5	\$2,500.00		0.00		
N 10	WXYZ	10/15/12	10/19/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$3,000.00	FX	0.00 NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	11111--					5	\$3,000.00		0.00		
N 11	WXYZ	10/15/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11111-1	:30	6	\$4,000.00	P-2	0.00 NM	6	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	11111-1					6	\$4,000.00		0.00		
N 12	WXYZ	10/16/12	10/16/12	Political Debates Political Debates	CM	8-11p (9:00 PM-11:00 PM)	-T-----	:30	1	\$8,500.00	FX	0.00 NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----					1	\$8,500.00		0.00		
N 13	WXYZ	10/19/12	10/19/12	Friday Prime C Friday Prime C	CM	10-11pm Friday (9:00 PM-11:00 PM)	----F--	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					1	\$5,000.00		0.00		
N 14	WXYZ	10/22/12	10/22/12	Detroit Lions Football Detroit Lions Football	CM	830-1130p	M-----	:30	1	\$30,000.00	P-2	0.00 NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----					1	\$30,000.00		0.00		
N 15	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 15	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----S		1				\$900.00		0.00		
N 16	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----S		1				\$1,800.00		0.00		
N 17	WXYZ	10/22/12	10/22/12	6am News M-F Action News 6am	CM	6-7am M-F	M-----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	M-----		1				\$2,000.00		0.00		
N 18	WXYZ	10/22/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	M-----		1				\$2,000.00		0.00		
N 19	WXYZ	10/22/12	10/22/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	M-----		1				\$1,200.00		0.00		
N 20	WXYZ	10/22/12	10/22/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	M-----		1				\$2,000.00		0.00		
N 21	WXYZ	10/22/12	10/22/12	6p News 6-630pm M-F	CM	6-630pm M-F	M-----	:30	1	\$2,500.00	FX	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	M-----		1				\$2,500.00		0.00		
N 22	WXYZ	10/22/12	10/22/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-	M-----	:30	1	\$3,000.00	FX	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	M-----		1				\$3,000.00		0.00		
N 23	WXYZ	10/22/12	10/22/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	M-----	:30	1	\$4,000.00	P-2	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	M-----		1				\$4,000.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WXYZ	10/22/12-10/28/12	Late News M-F		Late News M-F	M-----	:30		(\$4,000.00)	0.00	NM		
				See MG 23.2										
				[news at 1130p due to football]										
	2	WXYZ	10/22/12-10/22/12	Late News M-F		Late News M-F (11:30 PM-12:00AM	M-----	:30		\$4,000.00	0.00	NM		
	Ⓜ		MG for 23.1 10/22											
			[Program Late-Run]											
N 24	WXYZ	10/22/12	10/22/12	Lions Pre Game Show Lions PreGame Show	CM	6-830p	M-----	:30	1	\$8,500.00	P-2	0.00 NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	M-----		1				\$8,500.00		0.00		
Totals													53	\$180,600.00